



What is

CREATIVITY?

Meet **Fran** and **Eve** ...



Fran Geer

5 years old
known as Franky or Bunny

Fran has a round face, strawberry-blond hair and blue eyes. She usually wears dark blue jeans and an orange t-shirt. Playful, curious and friendly, her proudest achievement changes every day.

Eveleen Geer
35 years old
known as Eve or Mom

Eve has a round-face, orange-red hair and blue eyes.

She is a secretary to a demanding boss.

Her proudest achievement is raising her daughter on her own. Her boyfriend left her when she became pregnant.

Her ambition is to secure a stable life for her daughter and herself. She fears losing her job and home.



... on a normal afternoon.



What a long
day



I am so
stressed
out

Mom?

MOOOOM

Mom ...

MOM?

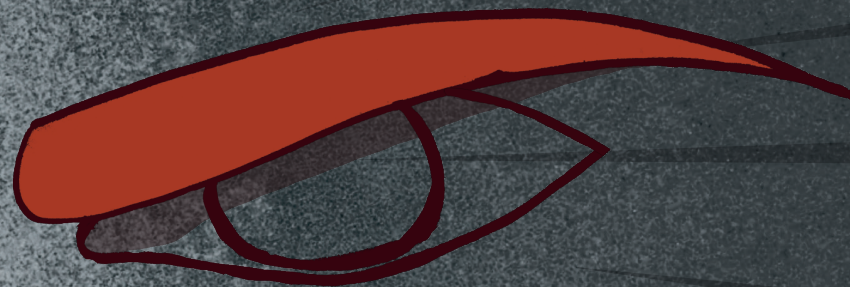


WHAT?

I am
sooo bored ...

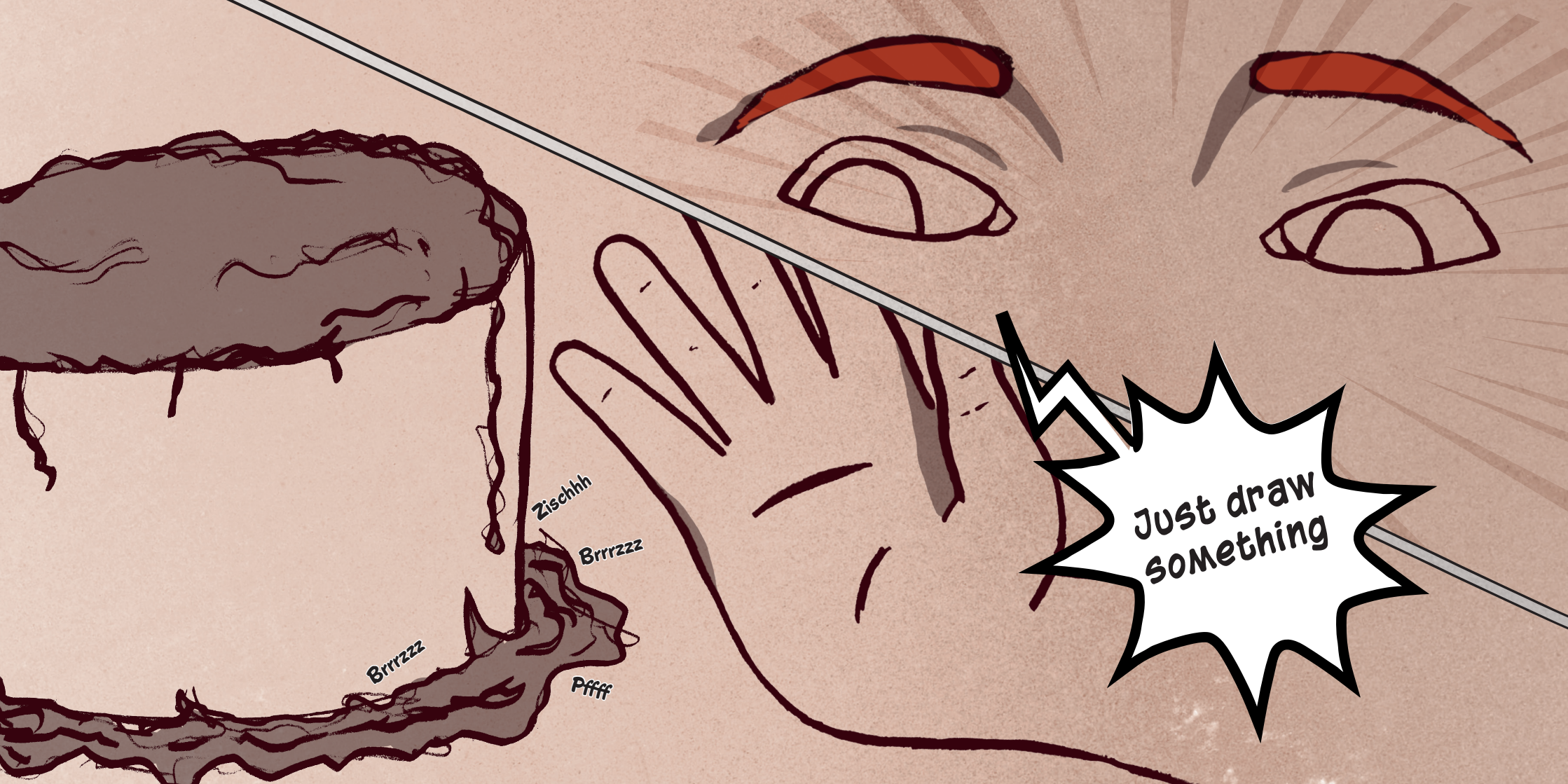
Of course ...

WILL YOU JUST GO



AND BE CREATIVE?





Just draw
something

Zischhh

Brrrzzz

Brrzzz

Pffff

Later in the evening...

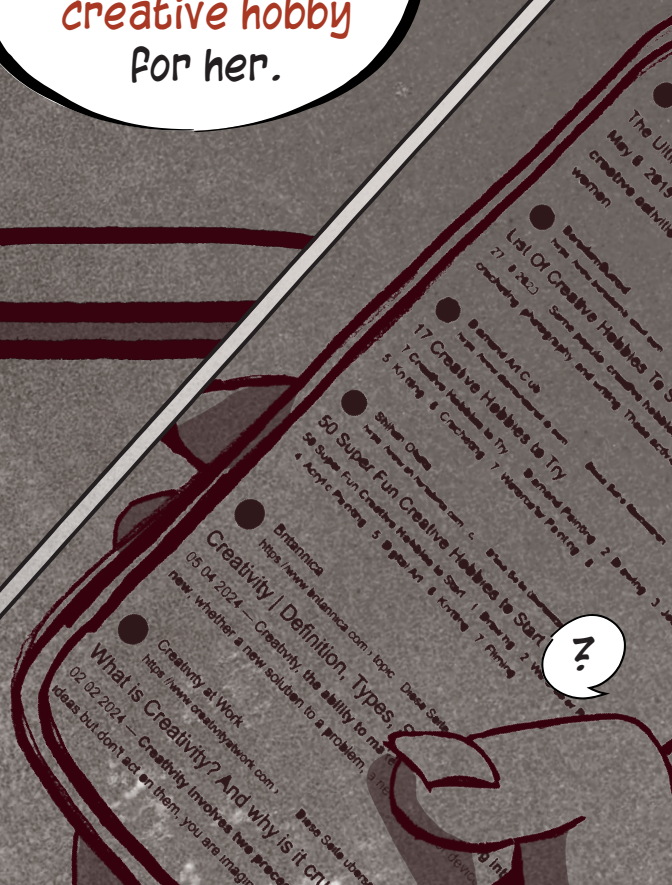




Was I too
harsh before?

Maybe she's
bored all on
her own.

I should find a
creative hobby
for her.



...the Renaissance
...make or otherwise
...something new, whether a
...problem, a new method or
...new artistic object or form.

Individual qualities of creative persons

A number of personality characteristics have
been shown to be associated with creative
productivity. One of these is autonomy:
individuals tend to be independent
nonconformist in their thoughts
and usually important is mastery
of their work—that is, a sphere
of activity that requires a
high degree of skill in applying their
knowledge and design of the Apple II
and Steve Wozniak's computer industry.
...Ch...

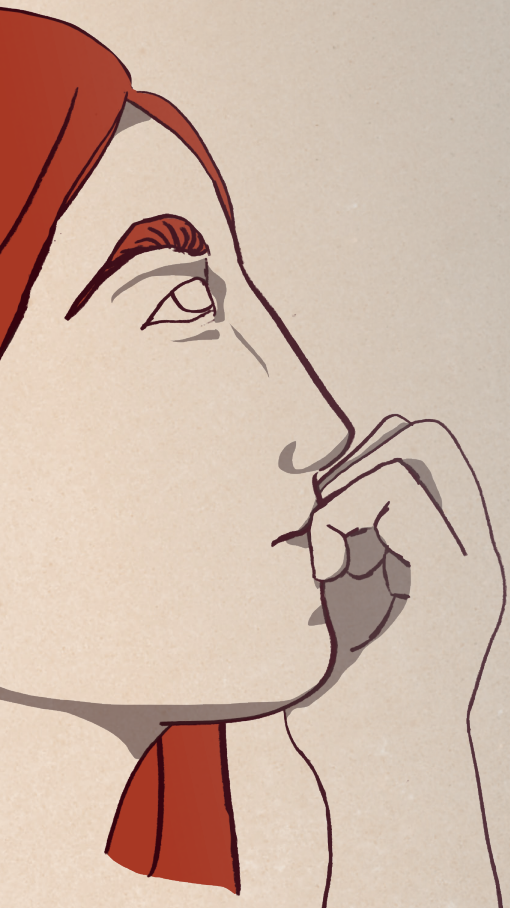
Ahh ...

I've got to
go to bed.

The next day...



They are all
so creative...



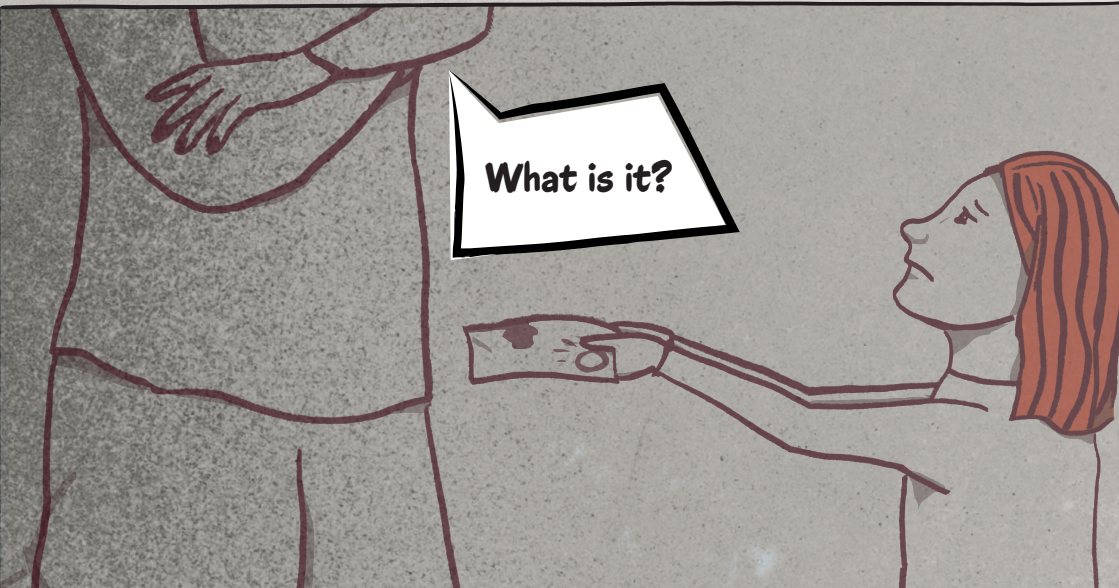
and me?



***THIS IS
WRONG!***



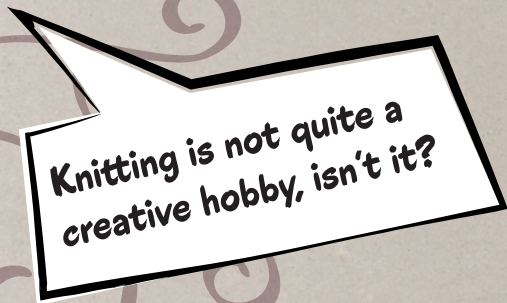
Look MOM,
I've made
this for you



What is it?



Well ...



Knitting is not quite a creative hobby, isn't it?



Yeah ...

WHAT IS THAT

NOT CREATIVE

maybe
I'm just not
a creative
person.

WRONG!

KNITTING?



But ...

A stylized, high-contrast illustration of a person's face, rendered in a graphic, almost stencil-like style. The face is light beige with dark outlines for the eyes, nose, and mouth. The eyes are closed or looking down. The background is a solid, vibrant red. The text 'THEY WERE WRONG!' is written in a bold, black, distressed font across the face and background. 'THEY' is positioned above the left eye, 'WERE' is below it, and 'WRONG!' is to the right of the face.

THEY

WERE

WRONG!

I am sorry,

Fran!

In the evening...



About yesterday...
do you want to
start a new
creative hobby?

I'd love to!

What do
you like?

soccer... but
that's not
creative.



Not creative?

Let me
tell you something
about 'creativity'.

Creativity can be **anything**:

a **hobby**, something you **create**, something you
imagine, a **problem** you **solve**, a new **idea**.

No matter what people say to you...

You are creative.
One way or another.

